Cultural & History Projects

Table of Contents

The information contained in this booklet pertains to the Cultural and History Projects Program. If you have questions about other Council programs please contact Council staff. You may also want to attend one of our program workshops.

Cultural and History Projects

Introduction

> *"We need to think about cultural tourism because really there is no other kind of tourism. It's what tourism is…People don't come to America for our airports, people don't come to America for our hotels, or our recreation facilities…They come for our culture; high culture, low culture, middle culture, right, left, real or imagined –they come here to see America."*
> Garrison Keillor, in an address to the 1995 White House Conference on Travel & Tourism

The State of Michigan Council for Arts and Cultural Affairs (MCACA), an agency of the Michigan Department of History, Arts and Libraries (DHAL), has combined two grant program categories, the Cultural Projects Program and the History Projects Program, into a single category, Cultural and History Projects Program. This action was taken by the Council to encourage the arts and cultural sector to increase its contribution to Governor Jennifer M. Granholm's plan to grow our state's economy, and in acknowledgment of the importance of an emerging Michigan industry that has tremendous growth potential and significant economic impact, cultural/heritage tourism.

According to the National Assembly of State Arts Agencies (NASAA) in Washington, D.C., "Broadening participation in the arts, increasing opportunities for artists, preserving and promoting our cultural resources and investing in communities' quality of life are among the reasons state arts agencies, like MCACA, are key players in supporting and leading cultural tourism initiatives…Travelers who engage in cultural/heritage tourism activities may visit the following:

·   Art galleries, theaters and museums
·   Historic sites, communities or landmarks
·   Cultural events, festivals and fairs
·   Ethnic communities and neighborhoods
·   Architectural and archaeological treasures"

> ## Other MCACA Programs
>
> **Arts and Learning**
> **Anchor Organizations**
> **Capital Improvements Projects**
> **Arts Projects**
> **Local Arts Agencies & Services**
> **Partnerships**
> **Regional Regranting**
> **Rural Arts and Culture**

The Cultural and History Projects Program seeks to generate sustainable cultural/heritage tourism, based on Michigan's unique and richly diverse maritime heritage, toward development of regional destination clusters with high-quality compelling maritime art/culture/heritage product that entices families or visitors to stay in an area for at least two nights.

Michigan is the Great Lakes State, boasting a 3,200-mile coastline. The state's maritime history spans many centuries and is reflective of the cultural traditions of all who have navigated its waters. The derivative art, music, stories, architecture, dance, poetry, industries, songs, crafts, cuisine, etc. form a vast cultural "treasure chest" from which communities may create new sustainable cultural/heritage tourism destinations, attractions, businesses and jobs.

Through the Cultural and History Projects Program, the Michigan Council for Arts and Cultural Affairs invites the state's maritime communities to become full partners in the goal of creating maritime heritage destinations

Cultural and History Projects Program

by using the "treasure chest" to plan, develop and/or expand quality destinations that:

- build upon their unique character, heritage and geographic location
- creatively engage the traveling public in a range of accessible art forms, educational experiences, sites, heritage events, cultural traditions, etc.
- generate significant economic benefit (employment, business enterprises, or other income-generating activity)

Cultural/heritage tourism is closely linked to other tourism industry sub-categories such as geotourism, defined by Michigan State University's Dr. Sarah Nicholls as "tourism that sustains or enhances the geographical character of the place being visited, its environment, culture, aesthetics, heritage and well-being of its residents... concerned with all aspects of place including flora, fauna, scenery, historic structures, architecture, music, cuisine, crafts, performance arts, etc."

NASAA reports "Tourism is America's largest service export, one of America's largest employers and America's third-largest retail sales industry. Nearly 118.1 million American adults say they included at least one of fifteen arts, humanities, historic or heritage activities or events while traveling in 2002. This equates to more than half of the U.S. adult population (56%). One quarter of these cultural travelers take three or more of these trips per year. Thirty percent or 35.3 million adults say that a specific arts, cultural or heritage event or activity influenced their choice of destination …many of these travelers will extend their stay because of an arts, cultural or heritage event or activity". Compared to the average U.S. traveler, cultural tourists:

- spend more: $625 vs. $457
- are older: 49 years vs. 47 years
- are more likely to be retired – 20 percent vs. 16 percent
- are more likely to have a graduate degree: 21 percent vs. 19 percent
- use a hotel, motel or B&B – 62 percent vs. 55 percent
- are more likely to spend $1,000 +/-: 19 percent vs. 12 percent
- travel longer: 5.2 nights vs. 3.4 nights
- travel by air: 19 percent vs. 16 percent

In Michigan Museums alone, the annual impact of cultural tourism is significant...

Total Michigan Museum, Visits, Trips and Spending					
	Day Trip		Overnight Trip		Total
Measure	Local	Non-local	Hotel	Others	
Museum Visits (000's)	4,803	1,638	2,620	1,856	10,917
Party trips (000's)	1,550	546	780	499	3,374
Party days	1,550	546	1,871	1,696	5,663
Total Spending ($ Millions)	$76	$38	$443	$176	$733
Spending Impact ($ Millions)*	$29	$30	$192	$83	$334
Percent of Total Spending	10%	5%	61%	24%	100%
Percent of Spending Impact	9%	9%	57%	25%	100%

* Spending impact is the amount of spending that would be lost to local communities in the absence of museums. Spending impacts include all spending on trips where a museum visit is the primary purpose, all spending in the museum, and 25% of spending in the community for non-primary purpose trips. Spending by local residents outside the museum is excluded.

Reprinted from the Michigan Museum Association Economic Impact Study, 2002

Cultural and History Projects Program

In general, MCACA, guided by the Michigan Arts plan, offers a comprehensive program of services and matching grants that:

- √ Demonstrates the importance of arts and culture in daily living
- √ Provides broad public access to arts and cultural activities
- √ Supports arts and culture as a catalyst for community revitalization and economic development
- √ Strengthens arts and cultural education
- √ Supports those who create, present or produce quality arts and cultural projects
- √ Encourages innovation
- √ Celebrates diversity
- √ Facilitates delivery of arts and cultural resources statewide
- √ Enhances the state's quality of life

This booklet contains requisite information, and forms to help qualified organizations apply for funding in the *__Cultural and History Projects Program__*. Funding through this program supports, in part, cultural activities which will take place between October 1, 2006 and September 30, 2007.

As with all Council programs, the Cultural and History Projects Program strives to be as inclusive as possible, reach as broad and diverse an audience as possible and promote the career development of Michigan artists while still maintaining the highest of quality standards.

Thank you for your interest in applying for a MCACA grant. It is through the efforts of organizations such as yours that the MCACA commitment to foster innovation, preservation, conservation, creativity and excellence in the State of Michigan can come to fruition.

If you have questions or require additional information, please contact MCACA staff at (517) 241-4011. Or contact MCACA by TTD at (517) 373-1592.

Cultural and History Projects *at a Glance*

To be Eligible...

√ Applicants must be incorporated in Michigan, tax exempt, organizations.

√ Applicants with unmet obligations on prior grants,
i.e., late/incomplete reports, *may not* apply.
(Please contact MCACA staff if you are concerned about a prior grant.)

Funding Basics...

√ Funding up to $15,000 is available.

√ A 1:1 match of grant funds, including a cash match of at least 50%
of the requested amount, is required.

√ Request amounts may not exceed 1/2 of the project's total cost.

√ Funded projects must be completed
within the grant period of, 10/1/2006 - 9/30/2007.

√ Applicants may apply to more than one Council program. However, the Council reserves
the right to limit the number of grant awards to any one applicant.

√ Only one application may be submitted for the
same project or activity in a fiscal year.

Deadline...

√ Applications must be postmarked no later than May 1, 2006;
Hand delivered applications must be in MCACA offices by May 1, 2006 at 4:00 p.m.

Late applications will **NOT** be accepted.

√ Metered mail IS NOT acceptable.

√ An application fee must be included with this application.

Send your completed application to:
MCACA
Cultural and History Projects Program
702 West Kalamazoo
P.O. Box 30706
Lansing, MI 48909-8206

Program Description

Eligibility

Applicants must be incorporated in the State of Michigan. They must also ensure that no part of net earnings benefit a private individual. Donations to the organizations must be allowable as a charitable contribution under section 170c of the Internal Revenue Code of 1954 as amended. (Organizations having status under Section 501(c)(3) of the Internal Revenue Code and local Units of Government, meet this criteria)

Any applicant that has unmet obligations on current grant contracts, such as overdue or incomplete reports or other significant problem, is not eligible to apply for future funding. If any applicant whose application is pending, fails to meet MCACA requirements on a current contract, that pending application will be removed from the review process. If any applicant should fail to meet MCACA requirements on a current grant, following the review process and Council approval on a future application, the newly approved grant will be rescinded. Auxiliary support organizations (*i.e. friends of xyz*), may not apply in this grant program. Other State of Michigan agencies, divisions, or departments are not eligible to apply for funding from MCACA.

Project Description

The goal of the Cultural and History Projects Program is to generate sustainable cultural/heritage tourism, based on Michigan's wonderfully unique and richly diverse maritime heritage, by encouraging and supporting:

- **development of regional destination clusters** with high-quality compelling maritime art/cultural/heritage product that entices families or visitors to stay in an area for at least two nights;

- **endeavors that create greater public understanding and appreciation** for the importance of maritime arts, heritage and culture to a community's or region's aesthetic, economic and social growth;

- **development of best practices** including management and business skills for individuals, groups and organizations engaged in cultural/heritage tourism;

- **collaborative cultural/heritage tourism activities** designed to spur local economies, generate measurable economic and public benefit, fully engage local creative talent and cultural/heritage resources in economic enterprise, maintain the highest quality standards and reach as broad and diverse an audience as possible.

> **NOTICE**
> The Council will not support general operating costs or projects and activities which are within the primary instructional and services responsibilities of a College or University, or limited to the College or University faculty, staff and students. With their application for funding, Colleges and Universities must provide:
> 1) Documentation of a demonstrated benefit to the community at large
> 2) Provide documentation of community involvement in the planning/implementation of the project
> 3) Include letters of support from community organizations

Program Description

The program is not designed to support the regular ongoing activities of an organization or further limited goals of sponsoring organizations. It is designed to help stimulate new economic activity in local communities and strengthen the state's economy through arts and culture. Funded activities will relate to the maritime arts, culture, heritage, and history of a community or region.

For example, fundable project might be to market and promote their region as a "maritime destination" for tourists, based on a strong or historically significant maritime product. The project would include:

- a collaboration of arts and cultural organizations, within a specific region;
- partnerships with...
  * local business
  * convention and visitors bureau
  * municipal offices
  * chamber of commerce

Generally, successful projects will incorporate objectives and/or strategies for the following:

- **Jobs:** employing local artists, craftspersons, salespeople, vendors, humanities scholars, artisans, educators, skills tradespersons, managers, coordinators, etc.

- **Planning:** undertaking collaborative and inclusive project planning in response to a clearly defined community need or opportunity

- **Relationships:** building and sustaining collaborative organizational relationships within and across community sectors

- **Product:** creating high-quality compelling maritime art/cultural/heritage product to entice families or visitors to stay in an area for at least two nights; building on community assets

- **Leverage:** using the potential MCACA award as seed funding for initial project planning and implementation phases; matching the MCACA grant request with other funding (gifts, donations, earned revenue, business sponsorships, etc. and demonstrating financial growth potential)

- **Marketing:** understanding the tourism product and its customer base; crafting appropriate plans for reaching potential cultural tourists

- **Participation:** total number of persons participating in, and benefiting from, the project

- **Impact/Outcomes:** measuring project impact in economic terms (jobs, return on investment, new construction, building renovation, tourists/visitors, number of hotel/motel overnight stays, sales, etc.) and assessing customer/community satisfaction;

- **Sustainability:** maintaining and growing the tourism product over time without reliance on state support; ensuring effective tourism marketing and liaison with tourist operators

Program Description

Funding

In general MCACA programs are designed to reflect and sustain diverse cultural expression, foster greater understanding of the arts and preserve our cultural heritage. It is the Council's expectation that funded projects will:

* Foster the creativity, promote excellence and advance culture in communities throughout Michigan

* Make a broad range of the finest arts and cultural activities available to audiences in communities throughout Michigan

* Support activities which create greater understanding and appreciation of the importance of the arts and culture and foster an awareness of their aesthetic, economic, cultural and social relevance

* Promote the development of business skills and the management capabilities of community cultural organizations

* Reach new audiences; spur local economies; increase audience access, diversity, and participation

* Foster collaborations and partnerships between cultural organizations, local governments, business and community leaders

The Cultural and History Projects Program will provide matching grants, on a competitive basis, for qualifying cultural/heritage tourism projects that impact communities in one or more of the following eight (8) coastal maritime regions of the state:

·	Region 1	Lake Superior	Marquette to Ironwood
·	Region 2	Lake Superior	Marquette to Sault Ste Marie
·	Region 3	Lake Michigan	Menominee to the Straits of Mackinac
·	Region 4	Lake Michigan	Ludington to New Buffalo
·	Region 5	Lake Michigan	Ludington to the Straits of Mackinac
·	Region 6	Lake Huron	Standish to Sault Ste Marie
·	Region 7	Lake Huron	Standish to Port Huron
·	Region 8	Lake Erie/ Lake St. Clair	Port Huron to Maumee Bay

Applicants may request up to $ 15,000, on a one-to-one (dollar-for-dollar) matching basis. "Matching funds" are cash or documented donations of goods and services for which the applicant and/or collaborating groups are providing to the project. Applicants are encouraged to include cash as a significant portion of matching funds as the program is competitive and grant awards may be less than $15,000. Priority will be given to projects demonstrating service to multiple counties and underserved areas.

Requests for grant funds may not exceed one-half of the total project's cost.
For example, if your organization requests a grant of $15,000, you must match it with at least $15,000 of cash and/or in-kind (donated goods and services). Your total project cost must be at least $ 30,000.

Application Deadline: **May 1, 2006**
The grant application submission deadline is May 1, 2006 for projects taking place between October 1, 2006 and September 30, 2007.

Program Description

Application Fee

Applicants are required to pay an application fee for each submitted application. The nonrefundable fee is $300 or three percent of the grant request, whichever is less. The check should:

- ♦ Be made out to the State of Michigan
- ♦ Be stapled to the cover page of the application form
- ♦ Be placed inside envelope # 1 "Originals"

Funding - "Match"

All Council programs require that the applicant supply a level of "matching funds" or funds available to them through other sources.

Matching Fund Summary

Applicants may .... Request up to $15,000
Grant request may not exceed one-half of a project's total cost.

Applicants must .... Make a 50% cash match
Your cash match is 50% of your request, the remainder of the matching requirements may be cash, in-kind contributions, or a combination of the two.

State Funds may not ....be used as matching funds

Applicants may not .... use the same matching funds in more than one project

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**The maximum request for funding in the
Cultural and History Projects Program in $15,000**

Funding - "Uses"

Funding may be used for...

$ Salaries, wages, honoraria, artist fees

$ Supplies, materials, catalog, posters, packaging, distribution and other marketing expenses

$ Internships, residencies, commissions

$ Video, film development

$ Website Development

$ Planning, design, documentation, evaluation

$ Costs related to preparation and research of original manuscripts and limited edition publications by nonprofit organizations or individuals holding copyright

$ Lectures, symposia, panels, public discussions

$ Exhibits, readings, series, performances, first person interpretation, classes, seminars, in-service activities, workshops

Program Description

Funding - "Restrictions"

Funding <u>may not</u> be used for...

- Costs associated with the start-up of a new organization*

- Costs incurred prior to the grant starting date*

- Activities and employment of short-term duration that are not a part of longer term cultural tourism goals

- Projects that are the regular ongoing activities of an organization or further limited goals of sponsoring organizations

- Collaborative projects lacking clearly defined leadership roles and responsibilities

- Fund raising

- Projects that take place outside the state, foreign travel or out-of-state travel

- Consultants who are member of an applicant's staff or board*

- Exhibitions or productions by children or students in grades K-12

- Payments to students that are not an essential part of the project

- Indirect costs (charges to cover the management or handling of grant funds).

- Projects that utilize funding from MCACA programs as matching funds, or matching funds that are used for more than one Council grant

- Projects for which more than one MCACA grant is requested

- Operating costs not associated with the project*

- Regranting or subgranting by the applicant or other organizations

- Purchase awards, cash prizes, scholarships, contributions or donations*

- Food or beverages for hospitality:

- Entertainment or reception functions

- Reenactments not linked to or presented by qualified folklorists or humanities scholars

- Restoration of historic buildings*

- Existing deficits, licensing fees, fines contingencies, penalties, interest or litigation costs*

- Preservation or restoration of collections, unless integral to a public exhibition or program

- Creation of textbooks*

- College or university faculty exhibitions or performances*

- Internal programs at colleges or universities. NOTE: University or college projects must document significant community benefit, ownership, support, and shared use of projects, and submit compelling letters of support*

- Commissioning of their faculty by colleges or universities*

- Curriculum development, in service, or curricular activities

- Scholarly or academic research, tuition, and activities, which generate academic credit or formal study toward an academic or professional degree*

- Capital improvements, new construction renovation or permanent equipment items*

- Science projects without a clear cultural focus*

* **Activities that may not be included in project budget.**

Review Criteria

Applications to the Cultural and History Projects Program will be competitively reviewed according to the following criteria that total to a maximum score of 100 points. An average of at least 80 points must be earned for the application to receive funding consideration. It is not necessary to answer each individual question posed within the four categories, but your proposal must address each of the four areas. In that respect, the review criteria may also serve as an outline for your grant proposal.

Cultural/Heritage Tourism Goals and Strategies — **30 points**

√ connection and positioning of tourism product and community as integral parts of a broader regional economic strategy
√ community profile: demographic data and information
√ appropriateness of the project to the host community
√ plans for marketing and promotion
√ in-place creative marketing plans that recognize the regional significance of proposed tourism products
√ partnerships and collaborations with convention and visitor bureaus, chambers of commerce or other tourism/travel-interested organizations that are not a part of the arts and cultural sector
√ through collaborations and partnerships, create a critical mass of maritime heritage based tourism products
√ documentation of existing audience base
√ methods to track and evaluate "direct and indirect" economic and quality of life project benefits

Artistic and Cultural Merit — **25 points**

√ involvement of suitable, qualified, high caliber artists, humanists, and cultural leaders appropriate to the project
√ stated artistic/cultural value of the project or activity
√ commitment to high artistic and cultural standards
√ support materials that document artistic and cultural quality of activities and personnel
√ commitment to providing fair compensation or creating economic benefit for artists, humanists, and cultural leaders hired for service

Planning and Management — **25 points**

√ feasible and effective program plans: plan of action; timeline and identification of sites,
√ inclusive planning process
√ consideration of community strengths/assets and weaknesses in planning
√ active participation of project collaborators and partners
√ evidence that activities will be physically and economically accessible to families and visitors
√ evidence of administrative competence (applicant, collaborators and partners)
√ adequate and itemized budget (expenses and revenue)

Impact and Sustainability — **20 points**

√ evidence of long-term (3 years or more) strategies for project sustainability
√ leverage (matching gifts, grants, business sponsorships, revenue, etc.)
√ significant numbers of persons benefiting
√ inclusion of quality educational activities that contribute to the understanding of the relationship of arts and culture to local/regional maritime heritage
√ evidence of a broad base of support (volunteers, financial donors, business sponsorships and in-kind contributions)

Grantee Requirements

Grantees must confirm project / program implementation plans and if requested revised budget based upon the actual grant award.

Grantees must sign a contract detailing terms for the use of Council funds.

Grantees who are local governmental units are subject to the requirements of the government-wide common rule, "Uniform Administrative requirements for Grants & Cooperative Agreements to State and Local Governments." Nonprofit organizations, inclusive of colleges and universities, are subject to the requirements of OMB Circular A-110, "Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Nonprofit Organizations."

OMB Circular A-133, "Audit of States, Local Governments and Nonprofit Organizations", includes specific guidance for conducting financial and compliance audits. The threshold for requiring an audit is $500,000 in *yearly expenditures* of Federal awards. This amount is the aggregate of funds from all Federal sources."

Grantees are required to assure the Council that they intend to comply with Title VI of the Civil Rights Act of 1964; Section 504 of the Rehabilitation Act of 1973; the Americans with Disabilities Act of 1990 (ADA); the Age Discrimination Act of 1975; and title IX of the Education Amendments 1972, where applicable. Title VI prohibits discrimination on the grounds of race, color or national origin; Section 504 prohibits discrimination on the basis of disability; ADA prohibits discrimination on the basis of disability; the Age Discrimination act prohibits discrimination on the basis of age; and Title IX prohibits discrimination on the basis of sex.

Applicants are required to demonstrate compliance by implementing requirements outlined in Michigan Executive Order 79-4 "Equal Opportunity Standards in State and Federal Contracts".

Grantees must assure the Council that professional performers and related or supporting personnel employed on projects funded by the Council shall not receive less than the prevailing minimum compensation as determined by the Secretary of Labor. Labor standards set out in Part 505 (29CFR) "Labor Standards on Projects or Productions Assisted by Grants from the National Endowment for the Arts." In addition, grantees must assure the Council that no part of projects funded by the Council will be performed or engaged in under working conditions which are unsanitary or hazardous or dangerous to the health and safety of employees engaged in such projects.

Grantees should use cost accounting principles which comply with requirements as set forth in Federal OMB Circular A-122, "Cost Principles for Nonprofit Organizations," A-87 for Local governments, or A-21 for Educational Institutions.

Consistent with Public Law 101-512, when purchasing equipment and products under a Council grant, grantees are encouraged to purchase American-made equipment and products.

Grantees are required to execute projects and/or productions in accordance with the requirements of National Endowment for the Arts regulations implementing Executive Order 12549, "Debarment and Suspension," certifying that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department of agency.

Grantees are prohibited from conducting general political lobbying, as defined in relevant statutes, regulations and OMB circular within a Council funded project.

Travel outside the United States, its territories, Mexico, and Canada not identified in the grant application must be specifically approved in writing by the Council before travel is undertaken. Such travel, if approved, must comply with applicable state and federal regulations.

Council support must be credited and included in all publicity and in all media materials used in the activity. Materials submitted with applications will not be returned. Some submitted materials may be used by MCACA as promotional tools. Grantees must submit, in a Council supplied format, a final report. The final report must include a written financial statement, budget itemization, program assessment and publicity materials from the activity (i.e. publication materials, photographs and news stories). Selected grantees may also be required to submit an interim report.

Grantee Requirements

Accessibility

MCACA strives to make the arts accessible to all people and this is a priority of it's funding programs. Funded organizations/schools agree to make every attempt to ensure that programs are accessible to persons with disabilities. According to state and federal law, every publicly funded organization must place itself in the position of being able to provide accommodations when persons with disabilities make requests for services. Accessibility involves both the location AND the content of the program. Thinking about accessibility issues early in the planning process of the project is key to ensuring that persons with disabilities will be able to participate in the program.

Waiver Requests

Organizations which seek a waiver of any portion of the program guidelines, must do so in writing by **April 16, 2006**. Waivers are a highly unusual occurrence and should be fully discussed with MCACA staff. Request for waivers will be reviewed and acted upon by the Council's Executive and Budget Committee. This action may not be completed prior to the deadline. Applications submitted pending action by the Executive and Budget Committee on a waiver request will be processed pending action. If the waiver is not approved, application review will be terminated.

Applicants with unmet obligations on prior grants (i.e. late or incomplete reports or other significant problems) are not eligible to apply. Should contract obligations not be met at any time during the review process, the pending application may be removed from the process and deemed ineligible. If previous contract obligations are not met following Council action, but prior to completion of the contracting process, the approved grant may be rescinded.

Underserved Community/Areas Definitions

It is the Council's long-term goal to make quality arts and cultural programs and services to all 83 counties in the State of Michigan.

Underserved Community

An underserved community is defined as one in which people lack access to arts and cultural programs, services, or resources due to geography, economic conditions, cultural background, sociopolitical circumstances, disability, age, or other demonstrable factors. The term "community" can refer to a group of people with common heritage or characteristics, whether or not living in the same place.

Underserved areas

"Underserved areas" are identified and defined by the Council as the counties listed below:

Alcona	Cass	Kalkaska	Menominee	Roscommon
Alger	Clare	Keweenaw	Missaukee	Schoolcraft
Allegan	Crawford	Lake	Montcalm	Shiawassee
Antrim	Eaton	Lapeer	Montmorency	Van Buren
Arenac	Gladwin	Livingston	Monroe	Wexford
Baraga	Gratiot	Luce	Oceana	
Barry	Hillsdale	Mackinac	Ogemaw	
Bay	Ionia	Manistee	Osceola	
Benzie	Iosco	Mason	Otsego	
Branch	Iron	Mecosta	Presque Isle	

Application Form Instructions

Applications must be typed. Before preparing your application, read the guidelines. The guidelines provide important information about types of projects the Council will fund and the criteria by which your application will be reviewed. Be sure that your application addresses these issues.

Section 1: Cover Page ---The cover page provides a receipt record for Council use and provides the summary of the project for Council members.

Project Summary

Provide a clear and concise project summary. Include a project synopsis with timeline, number and types of activities for which MCACA funding is requested. Limit your response to the space provided. If the project is funded, this will be the basis for your grant contract language.

Separate applications must be completed for each grant request. The grant application may be duplicated.

Section 2
Applicant Information
Name, address and telephone number
Enter the legal name, other commonly used names, official mailing address, telephone number and office hours of the organization. Use exact spellings. Do not use abbreviations unless part of the official name. Correspondence will be sent to this address, including notification of receipt of your application.

Authorized Official
Enter the name and title of the person who is authorized to sign official papers. This person cannot be the same as the project director.

Board Chairperson
Enter the name, title and address of the individual who bears ultimate authority and responsibility on behalf of the applicant organization.

Section 2 County Code and Section 3 Project County Code(s)
For Section 2 --- Enter the name and 2-digit code for the county in which the applicant organization's main office is located.

For Section 3 --- Enter the two digit code(s) for the county in which the project takes place. The applicant organization's location and the project location may differ. Enter all county codes that apply.

01 Alcona	09 Bay	17 Chippewa	25 Genesee	33 Ingham
02 Alger	10 Benzie	18 Clare	26 Gladwin	34 Ionia
03 Allegan	11 Berrien	19 Clinton	27 Gogebic	35 Iosco
04 Alpena	12 Branch	20 Crawford	28 Grand Traverse	36 Iron
05 Antrim	13 Calhoun	21 Delta	29 Gratiot	37 Isabella
06 Arenac	14 Cass	22 Dickinson	30 Hillsdale	38 Jackson
07 Baraga	15 Charlevoix	23 Eaton	31 Houghton	39 Kalamazoo
08 Barry	16 Cheboygan	24 Emmet	32 Huron	40 Kalkaska

Application Form Instructions

41 Kent	50 Macomb	59 Montcalm	68 Oscoda	77 St Clair
42 Keweenaw	51 Manistee	60 Montmorency	69 Otsego	78 St Joseph
43 Lake	52 Marquette	61 Muskegon	70 Ottawa	79 Tuscola
44 Lapeer	53 Mason	62 Newaygo	71 Presque Isle	80 Van Buren
45 Leelanau	54 Mecosta	63 Oakland	72 Roscommon	81 Washtenaw
46 Lenawee	55 Menominee	64 Oceana	73 Saginaw	82 Wayne
47 Livingston	56 Midland	65 Ogemaw	74 Sanilac	83 Wexford
48 Luce	57 Missaukee	66 Ontonagon	75 Schoolcraft	99 State wide
49 Mackinac	58 Monroe	67 Osceola	76 Shiawassee	(use for project activity only)

Federal Identification Number

Enter the applicant organization's 9 digit Federal Identification Number. This number (also known as Federal Employer Identification) is recorded on 990 Tax Returns and on W-2 forms.

Status Code --- *Describes Legal Status*

Enter the 2-digit code which indicates the applicant organization's legal status. If it is a nonprofit organization, add the letter which describes it.

02 Organization - Nonprofit no part of the income or assets inure to the benefit of any director, officer, or employee except as salary or reasonable compensation for services and travel expenses.

A. - **An unincorporated association formed for nonprofit purpose**: a church committee, a group operating under an "assumed name," a new group of community volunteers, etc.

B. - **A nonprofit or not-for-profit corporation:** some community arts councils, an advocacy organization, a group formed for a specific, usually temporary purpose (community festival, a private foundation (501(c)4), etc.

C. - **A resident tax exempt (501(c)3) organization:** a private school, an arts organization, a private university, a charitable trust, a fundraising/granting organization, a public foundation, a "United Fund," a community service organization, a church, an alumni association, etc.

D. - **A tax exempt organization other than (501(c)3) or one which is a Segment of a larger tax-exempt organization:** a state chapter of a national tax-exempt organization, a local branch of a statewide service organization, a congregation of a (national) religious denomination, a (national) fraternal service organization, a labor union or "local," etc.

03 Organization - Profit income or assets do inure to the benefit of directors, officers, employees, or stockholders.

04 Government - Federal to be used when the mail recipient is a unit of federal government.

05 Government - State to be used when the mail recipient is a unit of state government.

06 Government - Regional to be used when the mail recipient is a unit of a sub-state regional government.

07 Government - County to be used when the mail recipient is a unit of a county government.

08 Government - Municipal to be used when the mail recipient is a unit of a municipal government.

09 Government - Tribal to be used when the mail recipients are governing authorities of tribes, bands, reservations, or sovereign nations of American Indians/Alaska Natives.

99 None of the above - To designate an entry which cannot be coded.

Application Form Instructions

Institution Code ------ Enter a code to identify the applicant organization.

03 Performing group of artists who perform works of art (an orchestra, theater, dance group)

04 Performing Group , College/University - a group of college or university students who perform works of art.

05 Performing Group Community - a group of persons who perform works of art avocationally and which may be, but is not necessarily, professionally directed.

06 Performing Group for Youth - a group which may, but not necessarily, include children who perform works of art for young audiences.

07 Performance Facility - a building or space used for presenting concerts, drama, presentations, etc.

08 Museum of Art - an organization essentially educational, or aesthetic in purpose, with professional staff, which owns or utilizes works of art, cares for and exhibits them to the public in some regular schedule.

09 Museum /Other - an organization essentially educational or aesthetic in purpose, with professional staff, which own or utilizes tangible objects, cares for them and exhibits them to the public in some regular schedule. (e.g., non-arts organizations such as historical, agricultural, scientific, industrial and anthropological museums, zoos, aquariums and arboretums.)

10 Gallery/Exhibition Space-an organization or space which primarily exhibits works of art from collections other than its own and may be involved in selling those works.

11 Cinema - a motion picture theater organization which regularly shows films.

12 Independent Press - a non-commercial publisher or printing press which issues small editions of literary and other works.

13 Literary Magazine - a non-commercial, numbered, serial publication devoted to contemporary poetry, fiction, drama, or literary criticism.

14 Fair Festival - a seasonal program of arts events.

15 Arts Center - a multipurpose facility for arts programming of various types.

16 Arts Council/Agency - an organization whose primary purpose is to stimulate and promote the arts and increase access for the public through services, programs and/or funding within a specific geographic area. (e.g., county, state, local.)

17 Arts Service Organization - an organization which does not, as its central function, produce or present the arts, but which provides services that assist or promote artists and/or arts organizations (e.g., statewide assemblies, NASAA, Opera American Arts Education Alliances, etc.). Not to include presenters or producers of the arts or regional arts organization.

18 Union/Professional Association - include artists coalitions, professional associations (such as the American Association of University Professors), and all artists' clubs, guilds, and societies.

19 School District - a geographic unit within a state comprised of member schools within that area as defined by the state government.

20 School Parent/Teacher Association - an organization composed of school parents who work with local school teachers and administrators.

21 School, Elementary - also called a grammar school.

22 School, Middle - also called a junior high school.

23 School, Secondary - also called a senior high school.

24 School, Vocational/Technical trade school - School for secretarial, business, computer training, etc.

25 School, Other - such as one offering lessons and courses in karate, ballet, scuba diving, flower arranging, cooking, guitar, etc.

26 College/University - include state-supported colleges and universities, privately-supported colleges and universities, junior colleges and community colleges.

27 Library

28 Historical Society/Commission - a historical "society" is an organization dedicated to the study

Application Form Instructions

and preservation of the history of a town or region, usually owning a collection of documents and/or artifacts and frequently based in a historic building; a historical "commission" is an arm of local government, usually volunteer, charged with the survey of historic buildings in a town or region.

29 Humanities Council/Agency - an organization whose primary purpose is to stimulate and promote the humanities through services, programs, and/or funding, within a specific geographic area. (e.g.., county, state, local.)

30 Foundation - an endowed organization which dispenses funds for designated philanthropic purposes. Includes charitable trusts and corporate foundations.

31 Corporation/Business - a legal entity engaged in business or authorized to act with the same rights and liabilities as a person.

32 Community Service Organization - a non-arts organization designed to improve the lives of its membership and larger community through volunteerism and other services. Examples include youth centers, chambers of commerce, YMCAs. Elks, Clubs, the Salvation Army, Junior League, etc.

33 Correctional Institution - a prison, penitentiary, reformatory, etc.

34 Health Care Facility - hospital, nursing home, clinic, etc.

35 Religious Organization - church, synagogue, etc.

36 Seniors' Center - a facility or organization offering programs, care or services for people 65 and over.

37 Parks and Recreation - usually a municipal agency which provides a wide variety of services for the population. In addition to administration of park facilities, services may include planned activities such as concerts, plays and participatory activities. (e.g. ceramics, macrame and other crafts.)

38 Government, Executive - the administrative branch of the government, federal, state, county, local or tribal. Include grants to municipalities.

39 Government /Judicial - judges and courts of law.

40 Government - Legislative (House) - the representative body of government (commonly the House of Representatives) creating statues/laws. Include representatives and related other, such as legislative research personnel.

41 Government - Legislative (Senate) - the other legislative body of government (commonly the Senate) creating statutes/laws. Include senators and related others, such as legislative research personnel.

42 Media Periodical - a periodical publication including magazines, journals, newsletters, etc. Does not include daily or weekly newspapers.

43 Media - Daily Newspaper

44 Media - Weekly Newspaper

45 Media - Radio

46 Media - Television

47 Cultural Series Organization - an organization whose primary purpose is presentation of single arts events or cultural series such as Community Music Series, Metro Modern Dance Series, Washington Performing Arts Society, or film series.

48 School of the Arts - any school which has arts education as its primary educational mission. Include magnet schools for the arts, community arts schools, conservatories, schools for artistically gifted, etc.

49 Arts Camp/Institute - a organization dedicated to camps, institutes or in-depth experiences for limited time duration (e.g., a children's summer music camp).

50 Social Service Organization - governmental or private agencies designed to provide services addressing specific social issues (e.g. public housing, drug abuse, welfare, violence, the environment, health issues, etc.).

51 Child Care Provider - an organization providing child care.

99 None of the above.

Application Form Instructions

Legislators

Identify your U.S. Representative to Congress, state senator and state representative and their districts. This information may be obtained through your local library or county clerk's office.

Section 2-- Applicant Primary Discipline Code _and_ Section 3 --- Projects Primary Discipline Code:

For Section 2: Enter the one code that describes primary area of work for the applicant organization.

For Section 3: Enter the one code that best describes the primary discipline of the project.

NOTE: If project activities are of a technical assistance or service nature, use the discipline which will benefit from the project. For example, accounting workshops for dance company managers should be coded 01 Dance. A training conference for performing arts presenter trustees should be coded 14 Multi disciplinary.

01 Dance
(do not include mime; see "Theater", 04, for mime)
- A   ballet
- B   ethnic/jazz include folk-inspired, (see "Folk Arts", 12)
- C   modern

02 Music
- A   band do not include jazz or popular
- B   chamber include only music for one musician to a part
- C   choral
- D   new include experimental, electronic
- E   ethnic include folk-inspired; see "Folk Arts," 12
- F   jazz
- G   popular include rock
- H   solo/recital
- I   orchestral includes symphonic and chamber

03 Opera/Music Theater
- A   opera
- B   musical theater

04 Theater
- A   theater-general include classical, contemporary, experimental
- B   mime
- D   puppet
- E   theater for young audiences

05 Visual Arts
- A   experimental include conceptual, new media, new approaches
- B   graphics include printmaking and book arts; do not include graphic design: see "Design Arts,"
- D   painting include watercolor
- E   sculpture

06 Design Arts
- A   architecture
- B   fashion
- C   graphic
- D   industrial
- E   interior
- F   landscape architecture
- G   urban/metropolitan

07 Crafts

A	clay	B	fiber
C	glass	D	leather
E	metal	F	paper
G	plastic	H	wood
I	mixed media		

08 Photography include holography

09 Media Arts
- A   film
- B   audio include radio, sound installations
- C   video
- D   technology/experimental (include work created using computer or other digital or experimental media as the primary expressive vehicle)

10 Literature

A	fiction	B	nonfiction
C	playwriting	D	poetry

11 Interdisciplinary - pertaining to art forms/art works that integrate more than one arts discipline to form a single work (e.g. collaboration between/among the performing and/or visual arts), include performance arts.

Application Form Instructions

12 Folk Life / Traditional Arts - pertaining to oral, customary, material, and performance traditions informally learned and transmitted in contexts characteristic of ethnic, religious, linguistic, occupational, and/or regional groups.   For dance, music, crafts/ visual arts and oral traditions that meet the above criteria, use the subcodes 12A-12D.   For other folklife or traditional art forms not itemized below (such as specific occupational arts, vernacular architecture, folk/traditional theater or other performing art forms), use the main code of 12. **Do not include folk-inspired forms.** (For example, interpretations of ethnic/folk dance or music by artists outside the particular ethnic/folk tradition should be coded 01B or 02E, respectively.

>   12A: Folk/Traditional Dance
>   12B: Folk/Traditional Music
>   12C: Folk/Traditional Crafts and Visual Arts
>   12D: Oral Traditions (include folk/traditional storytelling)

13 Humanities - pertaining but no limited to the following fields: history, philosophy, languages, literature, linguistics, archaeology, jurisprudence, history and criticism of the arts, ethics, comparative religions, and those aspects of the social sciences employing historical or philosophical approaches. This last category includes cultural anthropology, sociology, political theory, international relations, and other subjects concerned with questions of value and not with quantitative matters.

14 Multi-disciplinary - pertaining to grants that include activities in more than one of the above disciplines; use this code to describe only those grants in which the majority of activities cannot be attributed to one discipline. If the majority of supported activities are clearly within one discipline, that discipline should be used instead of multi-disciplinary. Do not include interdisciplinary activities or events. See "Interdisciplinary", Code 11.

15 Non-arts/Non-humanities

Section 2---Grantee Race Code
Enter the ONE code that best represents 50 percent or more based on code description for the applicant organization. *Applicant organizations should code themselves based on the predominant group of which their staff or board or membership (not audience) is composed. Use the list below. Organizations should choose the **one** code that best represents 50 percent or more of their staff or board or membership.*

>   A ----- 50% or more Asian
>   B ----- 50% or more Black / African American
>   H ----- 50% or more Hispanic / Latino
>   N ----- 50% or more American Indian / Alaska Native
>   P ------ 50% or more Native Hawaiian / Pacific Islander
>   W ----- 50% or more White
>   99 ----- no single group listed above represents 50 percent or more.

Section 3--- Project Race/Ethnicity Code
Enter the ONE code that best reflect the project activities: *If the majority of the grant activities are intended to involve or act as a clear expression or representation of the cultural traditions of one particular group, or deliver services to a designated population listed below, chose that group's code from the list. If the activity is not designated to represent or reach any one particular group, choose code "99"*

Section 3 --Project Information
Project Director (contact person)
This is the person to whom questions concerning this application will be addressed. Include address and phone number(s). This person cannot be the same as the authorizing official.

Activity/Project Title

Start date/end date
Enter the dates of your project. These dates must be within the grant period of October 1, 2006 through September 30, 2007.

Application Form Instructions

Type of Activity Codes
General description of what you plan to do.

01 Acquisition - expenses for additions to a collection.

02 Audience Services - ticket subsidies, busing senior citizens to an event.

04 Creation of Work of Art/Commission.

05 Concert/Performance/Reading-include production/ development.

06 Exhibition - include visual arts, film, video, production development.

07 Facility Construction, Maintenance, Renovation. Note: Design is 04.

08 Fair/Festival - periodic/seasonal program of arts events.

09 Identification/documentation - archival, educational purposes.

10 Institution/Organization /Establishment -creation/ development of a new institution/organization.

12 Arts Instruction - include lessons, classes, and other means used to teach knowledge of and/or skills in the arts.

13 Marketing - see budget definitions.

14 Professional support - administrative.

15 Professional Support - artistic.

16 Recording/Filming/Taping - including creation in 04, documentation in 09, publication in 17.

17 Publication - books, manuals, newsletters.

18 Repair/restoration/Conservation.

19 Research Planning - include program, evaluation, strategic planning, and establishing partnerships/ collaborations between agencies.

20 School residency - artist activities in an educational setting wherein one or more core student groups receive repeated artist contact over time.

21 Other residency - artist activities in a non-school setting wherein one or more core student groups receive repeated artist contact over time.

22 Seminar/Conference.

23 Equipment Purchase/Lease/Rental.

24 Distribution of Arts - films, books, prints; including broadcasting.

25 Apprenticeship/Internship.

26 Regranting.

27 Translation.

28 Writing About Art - include criticism.

29 Professional Development/Training - activities enhancing career advancement.

30 Student Assessment - the measurement of student progress toward learning objectives. Not to be used for program evaluation.

31 Curriculum Development/Implementation - include the design, implementation and distribution of instructional materials, methods, evaluation, criteria, goals and objectives.

32 Stabilization/Endowment/Challenge - grant funds used to reduce debt, contribute to endowments, build cash reserves or enhance funding leverage or stabilization.

33 Building Public Awareness - activities designed to increase public understanding of the arts or to build public support for the arts.

34 Technical Assistance - with technical/administrative functions.

35 Web Site / Internet Development - include the creation or expansion of existing Web sites (or sections of Web sites) as well as the development of digital art collections, databases, discussion areas or other interactive technology services delivered via the Internet.

36 Broadcasting - include broadcasts via television, cable, radio, the Web or other digital networks.

99 None of the above.

Application Form Instructions

Arts Education Code:
An arts education project is defined as ---- An organized and systematic educational effort with the primary goal of increasing an identified learner's knowledge and/or skills in the arts with measurable outcomes.

Projects not fitting the definition of arts education stated above should be coded 99.

For those projects fitting the National Standard Arts Education definition, the use of sub-codes A through D, indicating specific learning audiences, are required. If a project serves multiple groups of learners or the general public, main numeric codes are acceptable:

01 50% or more of this projects activities are arts education directed to:
   A. K-12 students
   B. Higher education students
   C. Pre-kindergarten children
   D. Adult learners (including teachers and artists)

02 Less than 50% of this project's activities are arts education directed to:
   A. K-12 students
   B. Higher education students
   C. Pre-kindergarten children
   D. Adult learners (including teachers and artists)

99 None of this project involves arts education

Project Descriptors
Select the descriptor(s) below that comprise a significant portion (50 percent or more) of the grant's resources /activities. Select and enter all that apply. If none apply, or if the descriptors below apply to a small or indeterminate portion of your activities, enter a "Z".

A   Accessibility - grants or services related to ADA/504 compliance or other activities designed to increase access to the arts for persons with disabilities.

I   International - programs or activities supporting any of the following: grantees visiting other countries, foreign artists visiting the USA, any cultural exchange program, linkages with artists or institutions in other countries, or establishing/administering international programs in your own agency.

P   Presenting/Touring - grants or services resulting in the movement of artists and artworks for performances, readings, screenings, exhibits, etc., in different geographic areas. Use this code to indicate funds awarded for either the hosting/presentation of works originating outside of the grantee community or for the fees paid to artists or arts organizations that will, themselves, be touring in different areas.

T   Technology - grants or services using technology for the creation or dissemination of artworks or the use of technology for organizational management purposes.

Y   Youth at Risk - grants or services designed primarily to serve at-risk youth. Include arts-related intervention programs (for violence, drug/alcohol abuse and crime) as well as other creative programming specifically involving at-risk youth as primary project participants or beneficiaries.

Application Form Instructions

Section 4 --- Summary Information

The information provided in Sections 4a and 4b will be reported to the public, in compliance with the Michigan Council for Arts and Cultural Affairs' research and communication plans. The information should represent your projections and estimates for the entire grant period. Awardees will have an opportunity to amend the projections and estimates during the grant contracting process, and will be required to provide actual participant numbers in the final grant report.

Section 4a----Budget Summary

Complete Section 5, Projected Budget before completing the budget summary.

Section 4b----Project Participation Summary

Michigan Artists Participating

Enter the number of Michigan artists involved in this project as providers of art, artistic or cultural services.

Amount Paid to Michigan Artists

Enter the amount paid to Michigan artists involved in this project as providers of art or artistic or cultural services.

Artists Participating

Enter the total number of artists involved in this project as providers of art, artistic or cultural services (this total number should include Michigan artists).

Amount Paid to Artists

Enter the total amount to be paid to artists involved in this project as providers of art, artistic or cultural services (this total should include the amount paid to Michigan artists).

Individuals Benefitting

Count direct project participants, service providers and any staff, board members or other partners directly involved with the project. Do not use the total number of individuals served by all programs of the organization receiving the grant award. Figures should encompass only those individuals directly affected by or involved in the funded activity, and should include the totals from the Artists Participating and Youth Benefitting fields. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Youth Benefitting

Enter the total number of children and youth (including students, participants, and audience members) who will directly benefit from the project. This figure should reflect a portion of the total number reported in Individuals Benefitting.

New Hires and Employees

Enter the number of individuals who will be hired and employed by the applicant organization, during the grant period, to implement the project. Include full and part-time staff. Do not include contract workers.

Section 4c ----ADA Information

Please circle the appropriate response. Unless the question states otherwise, the information you provide on ADA compliance should be project specific.

Application Form Instructions

Section 5--- Projected Budget

Complete the budget paying attention to the instructions on the application form as well as the budget definitions.

NOTE: A detailed itemization must be provided **as Attachment #2**. The budget itemization must follow the same format as the sample itemization in this booklet (pages 31-32) and include all sub-totals and totals.

Revenue

Include all earned and unearned revenue for this project. Provide an explanation of revenue sources in the detailed budget itemization. Copy in-kind expenses total from line 33 to line 18.

Expenses

Include all expenses for this project. List cash expenses under cash column. List the dollar value of all donated programming space, goods and/or service hours under in-kind. All expenses must be fully explained in the budget itemization. Generally, Council funds cannot be used for capital expenses, therefore, revenue to cover these expense items should be clearly identified and completely explained in the revenue breakdown portion of your budget itemization.

Add line 4 and line 13. Enter the total of these two lines on line 20, cash match.

After completing the project budget, Section 5, transfer information to Budget summary (section 4a).

Section 6---Assurances

Please review carefully. Provide the signature of the authorized official, or board designee; include the meeting and signing dates.

Section 7 --- Attachments

Section 7 Attachments and Attachment Checklist

The following attachments and the Attachment Checklist portion of the application must be submitted with your application.

Attachment #1, Proposal Narrative

The Project Narrative is vitally important to the Peer Panel Reviewers, as it tells the story of your project and includes details such as the 'who, what, when, where, why, and how much'. The Narrative should be written so that it can be easily understood by someone not familiar with the applicant organization or geographic location. Please be concise and to the point.

Compose the Narrative, by addressing the numbered items (#1-#4 below). The information you provide will be reviewed according to the criteria listed on page 11.

Narrative Formatting
Narrative must be typed single spaced, on 8½" x 11" sheets of white paper one-sided only. Do not use smaller than 12-point type, and be sure to leave a minimum margin of 1" on both sides. **Failure to adhere to formatting criteria may result in a loss of points.**

Application Instructions ---Attachments

Attachment # 1,   Narrative

Submit no more than 6 narrative sheets and label as Attachment #1 - Proposal Narrative. Collate and number each page in the upper right corner. <u>Be sure to include the name of the organization</u> and narrative question on each page. Remember, your narrative should describe your project and how your project complies with the Review Criteria found on page 11. Below are a few suggestions of how that can be accomplished.

A.   *Cultural Heritage Tourism Goals*   *(Worth 30 points at the panel review)*

Describe the goals and strategies your organization will use to address your region's maritime cultural tourism product. Describe your marketing strategies to reach your identified target audience. Describe your collaborations and partnerships and the role each will play in reaching your stated goals. Describe your organization's collaborations and partnerships with organizations outside the arts and cultural sector.

B.   *Artistic and Cultural Merit*   *(Worth 25 points at the panel review)*

Describe your organization's commitment to high professional standards by describing the time procedures and resources, etc. which support these standards.
Indicators of quality include; programing, critical reviews, awards, qualifications of key personnel appropriate equipment, etc. Include documentation that supports the quality of services and activities provided.

C.   *Planning and Management*   *(Worth 25 points at the panel review)*

Describe your planning process for the proposed project. Include information on key participants involved in implementation and management as well as the extent to which the planning and participants are appropriate. Include your justification for the feasibility and effectiveness of the project plans and its potential for success (realistic time lines, work plans, funding request and budget, etc.)

Identify by name and provide relevant qualifications of your organization's key decision makers.
Provide a description of your project evaluation methods.
Provide a description of your promotional plans and methods.
Provide a descriptions of facilities, location, or sites in which activities will occur.

D.   *Impact and Sustainability*   *(Worth 20 points at the panel review)*

Describe target audience and their needs, explain audience development and access plans, explain how the project will reach, involve and benefit your audience. Describe how you meet community needs and the extent to which the project will reach, involve and benefit underserved, diverse, geographic, cultural ethnic, and special populations. Describe and estimate the number of individuals you intend to reach. Describe audience characteristics; population, rural, urban, racial make-up, youth, senior citizen, disabled, etc. Describe your strategies to sustain your organization's efforts over time.

Attachment # 2,   Budget Itemization ---- see sample itemization pages 31-32.

Each revenue and expense budget figure from Section 5, projected budget, must be itemized, including cash and in-kind. Indicate the source (for revenue amount) and use (for an expense amount) for each figure in the itemization. The itemization of all payments to individuals should identify their role or title, and the fee for each. The itemization must be accurate and balance with the projected budget in section 5. *You must indicate if amounts listed on line 1 through 14 are pending or confirmed by placing a "p" or "c", next to the dollar amount.*

Attachment # 3 , Organizational History

In not more than one page, please provide a brief description of the applicant organization including history and activities. Be sure to include the organization's mission statement.

Application Instructions ---Attachments

Attachment # 4,   Proof of Tax Exemption Status

Provide proof of tax exempt status. A 501 c 3 and other tax exempt organizations should submit a copy of their IRS tax determination letter. The following items will not be accepted as proof of tax exempt status: proof of Michigan non-profit incorporation, articles of incorporation, by-laws, proof of sales tax exemption. Agencies of government and public schools, school districts, intermediate school districts, colleges and universities are exempt from this requirement.

Attachment #5, Project Assessment

Complete the Project Assessment form located in the back of the guidelines, immediately after the application form. Be sure to complete all the sections thoroughly. **If funded, organizations will be asked to use this document to evaluate the project's overall success/impact as part of the final reporting requirements**. Selected funded projects may also be required to hire an outside evaluator as part of this assessment process.

Attachment # 6,   List of Governing Board Members

Provide a roster of your governing board, including names, addresses, telephone numbers, professions or areas of expertise.

Attachment # 7,   Project Director's Resume or Bio

Provide the resume or bio of the project director.

Attachment # 8,   Letters of Support

Provide a minimum of three but no more than ten letters of support. Letters of support should be current, reinforce the worth of project activities and come from the community/constituents served. Provide letters of support from key members of the collaboration/partnership to indicate the degree of their involvement and their commitment to the project. Letters of support from elected officials do not necessarily indicate general community support.

Attachment # 9,   Resume(s) or Bio(s) of Key Decision Makers

Provide the resumes or bios of the key project decision makers, jurors, panelists, etc.

Attachment # 10,   Resume(s) or Bio (s) of A Key Personnel

Provide the resumes or bios for each artist who has been identified in the project narrative.

Attachment # 11, Documentation

1) Provide concise but representative sample of materials, to acquaint panelists with your organization and its programs (i.e. mission statement, long-range plan, promotional materials, pamphlets, brochures, annual reports, programs, catalogues, newsletters, samples of work etc.).

2) Provide project specific documentation. (i.e.. exhibit blueprints or story-line, interpretive outline, or project implementation plan).

Each item should be labeled and numbered in the right, top corner.

Sample materials may not exceed the following:

1. Three (3) copies of not more than five (5), one-page items (press release, critical review, etc.)
2. Three (3) copies of not more than one (1), multi-page item (newsletter, pamphlet, annual report, etc.)

No "over-sized" (larger than 9"x12") items may be submitted.

Application Instructions--Samples of Work

Samples of Work
Submit three (3) copies of samples of works in addition to other documentation. You should be aware that one copy of your documentation stays in MCACA offices, the other two copies are forwarded to the primary and secondary reviewers of your project and may not be viewed and or listened to by the entire review panel.

Submit Samples of Work using the following formats as applicable.
Do not submit original work.

Audio Recordings
Submit as follows.
1. Submit standard audio cassette tapes or compact discs
2. Submit three (3) copies of one (1) Audio recording
3. Label the recording with name of the applicant organization.
4. A one-page Audio Sheet that describes the work sample reviewers will evaluate.

Printed Photography
Submit printed photographs as follows.
1. Submit three (3) sets of up to ten (10) photos.
2. A one page photo list that describes each print. Number the descriptions to correlate with the numbered print they describe.

CD Rom/DVD
Submitting of CD roms/DVDs are acceptable
1. Submit three copies.
2. Submit a one page index describing the information contained on the disk.

Video Tapes
Submit a Video Tape as follows:
1. Submit three (3) copies of one (1), ½" VHS format video cassettes, recorded at standard play speed.
2. Label the Video Tape with the name of applicant organization.
3. A one page Video Sheet that describes the sample to be evaluated.

   The Council assures that video tapes will be used for the purpose of artistic evaluation, then archived in accordance with the state's retention schedule. Video samples will not be made available for subsequent viewing by any individual or organization. In all matters pertaining to video taped Samples of Work, AEA rules and regulations apply.

Attachments/Checklist
The Attachments/Checklist must be submitted with your application.

PLEASE REMEMBER

Take the time to develop a strong proposal. As necessary, seek MCACA staff assistance prior to the application deadline. Remember, good planning makes successful projects.

The application narrative should be easily understood by readers who may not be familiar with your organization. Remember, not everyone knows your past accomplishments, your target audience and participants, or your service area. Also, clearly explain the roles, duties, responsibilities and contributions of all project partners and collaborators.

Clearly explain the public benefit of your project.

Your documentation should support your application. Remember to use current letters of support and samples of work. Remember, if you have a website to include appropriate references, especially in regards to samples of work, annual reports, strategic plans etc., as they relate to your application.

You should consider your budget another opportunity to state your case for funding. Use your budget to support your project narrative. Make sure that the numbers in the budget match the numbers in your narrative.

Provide detailed explanations for all budget items, cash and in-kind. Double check the accuracy of all mathematical calculations.

Remember, prior MCACA funding does not ensure continued support.

Check for typos.

Before mailing, make certain your application package is complete. You **<u>will not</u>** be notified of application deficiencies. No additional information may be submitted after the May 1st deadline.

Application Instructions

Mailing Instructions

Applications are due by May 1, 2006 for projects beginning on or after October 1, 2006.

Applications must be postmarked by the **U.S. Post Office** or **dated by a commercial carrier** on or before the application deadline. Hand delivered applications must be dated and documented received by Council staff on or before the application deadline. Late or significantly incomplete applications will not be accepted.

 Metered mail will not be accepted as proof of meeting deadlines.
Faxed applications are unacceptable.

Applications must be typed or word processed.
Applications will be evaluated by review panels as submitted.

The original and three copies (total of four) of completed Council forms and required attachments must be collated and placed in its own envelope. Each envelope should be labeled with the organization's name and identified according to the checklist (see Section 7, "Packaging." at the end of the application form.)

Three copies of documentation requested in specific program guidelines should be submitted in separate envelopes labeled with the organizations' name and identified according to the checklist.

The seven envelopes (four applications with attachments, and three documentation envelopes) are to be submitted in a single package.

It is the applicant's responsibility to ensure that application sets are collated and assembled properly. Individual envelopes will not be opened and will be forwarded to reviewers as submitted. Envelopes will not be checked by staff prior to distribution. Check individual program information for any special instructions.

The Council is not responsible for loss or damage of application materials. The Michigan Council for Arts and Cultural Affairs reserves the right to retain a copy of application materials for archival purposes, its permanent record or use in marketing.

All application materials are public records. Keep a complete copy of your application for your file.

Applications should be sent to the following address:

Grant Application
ATTN. Cultural and History Projects
Michigan Council for Arts and Cultural Affairs
702 West Kalamazoo
P.O. Box 30706
Lansing, MI 48909-8206

Budget Definitions

Activity
Refers to the specific project or range of operations proposed for MCACA funding.

Admissions
Revenue derived from fees earned through sales of services (other than this grant award). Include sales of workshops, etc., to other community organization, government contracts for specific services, performances or residence fees, tuition, etc. Include foreign government support.

Applicant Cash
Funds from the applicant's resources allocated this project.

Capital Expenditures-Acquisitions
Expenses for additions to a collection, such a works of art, artifacts, plants, animals or historic documents, the purchase of which is specifically identified with the activity.

Capital Expenditures - Other
Expenses for purchases of building or real estate, renovation or improvements involving structural change, payments for roads, driveways, or parking lots, permanent and generally immobile equipment such as grid systems or central air conditioning, etc., which are specifically identified with the activity.

Corporate Support
Cash support derived from contributions given for this activity (other than this grant award) by businesses, corporations and corporate foundations, or a proportionate share of such contributions allocated to this activity.

Employee-Administrative
Payments for employee salaries, wages and benefits specifically identified with the activity, for executive and supervisory administrative staff, program directors, managing directors, business managers, press agents, fund raisers, clerical staff such as secretaries, typists, bookkeepers, and supportive personnel such as maintenance and security staff, ushers and other front-of-the house and box office personnel.

Employees-Artistic
Payment for employee salaries, wages and benefits specifically identified with the activity, for artistic directors, conductors, directors, curators, dance masters, composers, choreographers, designers, video artists, film makers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, puppeteers, etc.

Employees-Technical/Production
Payments for employee salaries, wages and benefits specifically identified with the activity, for technical management and staff, such as technical directors, wardrobe, lighting and sound crew, stage managers, stage hands, video and film technicians, exhibit preparators and installers, etc.

Federal Support
Cash support derived from grants or appropriations given for this activity (other than this grant award) by agencies of the federal government, or a proportionate share of such grants or appropriation allocated to the activity.

Foundation Support
Cash support derived from grants given for this activity (other than this grant award) by private foundations, or a proportionate share of such grants allocated to this activity.

Government Support
Cash support derived from grants or appropriations given for this activity (other than this grant award) by agencies of the city, county, in-state regional and other local government agencies, or a proportionate share of such grants or appropriation allocated to the activity.

Budget Definitions

Grant Amount Awarded
Amount awarded in support of this activity.

In-Kind
In-kind items utilize the same definitions as cash categories to reflect the value of fees and services which are provided to the applicant by volunteers or outside parties at no cash cost to the applicant.

Marketing
All costs for marketing, publicity, and/or promotion specifically identified with the activity. Do not include payments to individuals or firms which belong under "personnel" or "outside fees and services." Include costs of newspapers, radio and television advertising, printing and mailing of brochures, flyers, and posters, and food, drink and space rental when directly connected to promotion, publicity or advertising. For fund-raising expenses, see "Other Expenses."

Non-employee artistic fees and Services
Payments to firms or persons for the services of individuals who are not normally considered employees of the applicant, but consultants or the employees of other organizations, whose services are specifically identified with the activity. Include artistic directors, directors, conductors, curators, dance masters, composers, choreographers, designers, video artists, film makers, painters, poets, authors, sculptors, graphic artists, actors, dancers, singers, musicians, teachers, instructors, etc. serving in non-employee/non-staff capacities.

Non-employee, other fees and services - Payments to firms or persons for non-artistic services of individuals who are not normally considered employees of the applicant, but consultants or the employees of other organizations, whose services are specifically identified with the activity.

Other Expenses
All expenses not entered in other categories and specifically identified with the activity. Include fund-raising expenses, scripts and scores, lumber and nails, electricity, telephone and telegraph, storage, postage, interest charges, photographic supplies, publication purchases, sets and props, food consumed on premises, equipment rental, insurance fees, non-structural renovations or improvements, trucking, shipping and hauling expenses not entered under "Travel."

Other Private Support
Cash support derived from cash donations given for this activity or a proportionate share of general donation allocated to this activity. Do not include corporate, foundation or government contributions and grants. Include gross proceeds from fund-raising events.

Other Unearned
Revenue derived from sources other than those listed above. Include catalog, sales, advertising space in programs, gift shop income, concessions, parking, investment income, etc.

Space Rental
Payments specifically identified with the activity for rental of office, rehearsal, theater, hall, gallery and other such spaces.

State/Regional Support
Cash support derived from grants or appropriations given for this activity (other than this grant award) by agencies of state government, or a proportionate share of such grants of appropriations allocated to the activity. *Some examples of other state funding include: Minigrants, Touring Arts, MSHDA, DNR, MDOT etc.*

Travel
All costs directly related to travel of an individual or individuals and specifically identifies with the activity. Include fares, hotel and other lodging expenses, food, taxis, gratuities, per diem payments, toll charges, mileage, allowances on personal vehicles, car rental costs, etc. For trucking, shipping, or hauling expenses, see "Other Expenses."

Sample Itemization

MCACA requires that you submit a full itemization of each figure in your budget. That itemization is to be submitted as ATTACHMENT #2. The following is a sample of such an itemization.

<div align="right">

ATTACHMENT #2, Page 1
"Your" Cultural Organization Inc.

</div>

Revenue:
(p = projected) (c = confirmed)

Admissions
Ticket sales
3000 x $5 per ticket $15,000 p   **$15,000**
This number is from line 1 of the budget form

Contracted services
7 school workshops - 7 x $150 ea $1,050 c
2 school assemblies - 2 x $350 ea $700 c
                                      $1,750 c   **$1,750**
This number is from line 2 of the budget form

Other / Memberships
400 x $15 per membership $6,000
80 x $25 per membership $2,000
                                      $8,000 c   **$8,000**
This number is from line 3 of the budget form

Corporate Support
The Alexander Corporation $2,000 p
15 businesses @ $250 $3,750 p
4 businesses @ $1,000 $4,000 p
                                      $9,750 p   **$9,750**
This number is from line 5 of the budget form

Other Private Support
Millionaire Raffle $7,000 p
Charities of Our Town $3,000 p
                                      $10,000 p   **$10,000**
This number is from line 7 of the budget form

Council request $11,000

Total Cash Revenue $55,500   **$55,500**
This number is from line 17 of the budget form
This amount should equal the amount on line 32 of the budget form

Expense In-Kind
Administrative Employees:
Volunteer Coordinator - 10% of salary $1,250   **$1,250**
This number is from line 21 of the budget form

Artistic Employees:
2 Curators 15% of salary - 2 x 4,125 $8,250   **$9,500**
This number is from line 21 of the budget form

Technical / production Employees
Docents/Curatorial volunteers - 22 x 557 $12,250   **$12,250**
This number is from line 23 of the budget form

Other fees/services (non-employee)
2 school teachers - 7% of salary
2 x $2,450 $4,900   **$4,900**
This number is from line 25 of the budget form

Total In-Kind Expenses $20,000   **$20,000**
This number is from line 33 of the budget form

Sample Itemization

ATTACHMENT #2, Page 2

Expenses / Cash

Administrative Employees
    Executive Director - 20% of salary $5,000   **$5,000**
    This number is from line 21 of the budget form

Artistic Employees
    2 Curators - 25% of salary
        2 x $7,500 $15,000
    3 Assistant Curators - 25% of salary
        3 x $2,267 $9,800   **$24,800**
    This number is from line 22 of the budget form

Artistic Fees / Services
    Robert Perry (Finnish Weaver)
        2 three-hour workshops - 2 x $200 $400
    John Dubin (Historian)
        1 lecture - 1 x $200 $200
         $600   **$600**
    This number is from line 24 of the budget form

    Newspaper Ads
        4 x $180 $720
        5 x $200 $1,000
        2 x $780 $1,560
    Posters
        50 x $13 $650
         $3,930   **$3,930**
    This number is from line 28 of the budget form

Other Expenses
    Ticket Agent $500
    School materials
        Exhibit guides - 245 x $3 $735
        Teacher guide booklets - 75 x $5 $375
    Millionaire raffle $1,000
    Exhibit rental $11,085
    Shipping $2,525
    Installation supplies $500
    Corporate fundraising solicitation $250
         $16,970   **$16,970**
    This number is from line 29 of the budget form

Total Cash Expenses $55,500   **$55,500**
This number is from line 32 of the budget form
This number should equal the amount reported on line 17 of the budget form

NOTE: The numbers used in the Itemization samples are presented solely as examples of budget itemization format. These numbers are not to be used as recommendations of the Council of proper pay scales/expenses etc.

Test Yourself with these Questions

Take a look at the following questions. If you can answer each question "Yes" you have prepared your application to be reviewed by the peer panel. If any of your answers are "No" you may want to revisit your application.

1. Did you use an inclusive process to develop your project?

2. Does your application narrative clearly respond to the program guidelines and review criteria?

3. Is the proposed project compatible with the mission and goals of your organization?

4. Does your community and others outside your organization support the project? Is their support evidenced in letters, agreements, matching funds, volunteer contributions, etc.?

5. Are all of your letters of support current and relevant to your project?

6. Have the grant program matching requirements been met?

7. Have you clearly explained what you plan to accomplish through your project? Why? How? When?

8. Have you provided a plan to assess and evaluate the impact and success of your project?

9. Are project activities accessible to the general public? Persons with disabilities?

10. Is the facility, in which the project activities will take place, accessible to persons with disabilities?

11. Do resumes and bios of key personnel reflect relevant experience and expertise?

12. Are your project budget projections realistic? Are personnel wages, supply and equipment costs, rental fees, marketing and promotional expenses etc. appropriate?

13. Generally, MCACA final grant awards are less than the amount requested. Have you considered how partial funding may impact the implementation of your project?

14. Is your cash flow sufficient to ensure that your project can begin while you wait for your Council funding to arrive?